

**What is claimed is:**

1           1.     An     organic     electroluminescent     display,  
2     comprising:

3           a transparent display panel;  
4           a reflective sheet; and  
5           a brightness regulating film for light transmission  
6           between the transparent display panel and the  
7           reflective sheet.

1           2.     The display as claimed in claim 1, wherein the  
2     transparent display panel further comprises:

3           a transparent substrate;  
4           a first transparent electrode over the transparent  
5           substrate;  
6           a light-emitting layer over the first transparent  
7           electrode; and  
8           a second transparent electrode over the light-  
9           emitting layer.

1           3.     The display as claimed in claim 2, wherein the  
2     light-emitting layer is an organic electroluminescent  
3     film.

1           4.     The display as claimed in claim 1, wherein the  
2     brightness regulating film is an optical slit to control  
3     light transmission from the environment.

1           5.     The display as claimed in claim 4, wherein the  
2     brightness regulating film is made of electrochromic  
3     material or liquid crystal capable for controlling light

4 transmission thereon by adjusting current applied  
5 thereto.

1 6. The display as claimed in claim 1, further  
2 comprising a photo sensor to detect light intensity of  
3 the environment.

1 7. The display as claimed in claim 6, wherein the  
2 brightness regulating film adjusts the light transmission  
3 intensity from the environment according to a light  
4 intensity of the environment detected by the photo  
5 sensor.

1 8. The display as claimed in claim 1, wherein the  
2 brightness regulating film adjusts a light-transmitting  
3 mode thereof by controlling current intensity applied  
4 thereon according to a light intensity of the environment  
5 as detected by the photo sensor.